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LMC 4000

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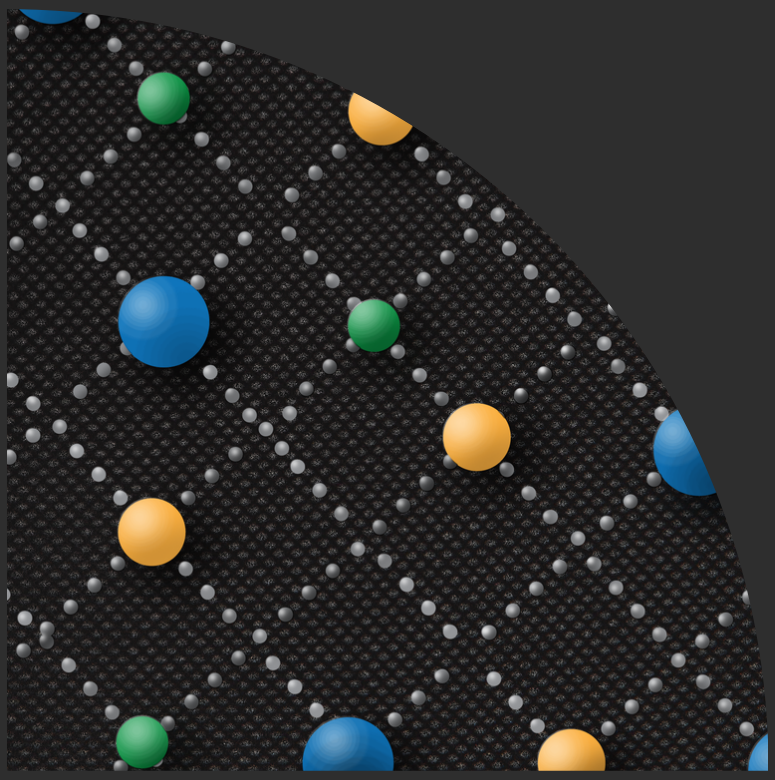
THEEIA SensorTech Ad Artists' Statement

For my project, I created an ad in a hypothetical Futurist magazine for the mesh sensor worn by Dr. Jones in *Star Trek*. I created a fake sensor company and named it THEEIA, after the Greek goddess of sight and visions, as I felt it reflected Dr. Jones's role in the *Star Trek* episode. I used this ad as a way to explain how this cloak, while flashy on the outside, can still appeal and fit into the definitions of Futurist fashion as we explored in class. I mostly used Volt's "Futurist Manifesto of Women's Fashion" to explain how the cloak can be defined as Futurist. The cloak, which consists of flashy gems and mesh, uses unconventional materials, is not form-fitting, and is functional, as it provides users with full perception of their surroundings. Because of these traits, I felt that the cloak fit into Volt's Futurist vision.

The first aspect of this project was creating an illustration of what the fabric would look like off of Dr. Jones. I used Illustrator to draw the design and rendered it in Photoshop. I also altered the illustration to create a more up-close view of what the sensors may look like. I used a magazine ad format for this project as it would allow me to communicate the function of the product as well as the motivations behind it. It also allowed me to have an aesthetic deliverable that explained the product without feeling clunky. The Futurist magazine format also complemented the color scheme and aesthetic of my illustration.

FUTURISM NOW



WHAT'S NEXT IN THE FUTURE OF FABRIC? MEET THEEIA.

MAGAZINE

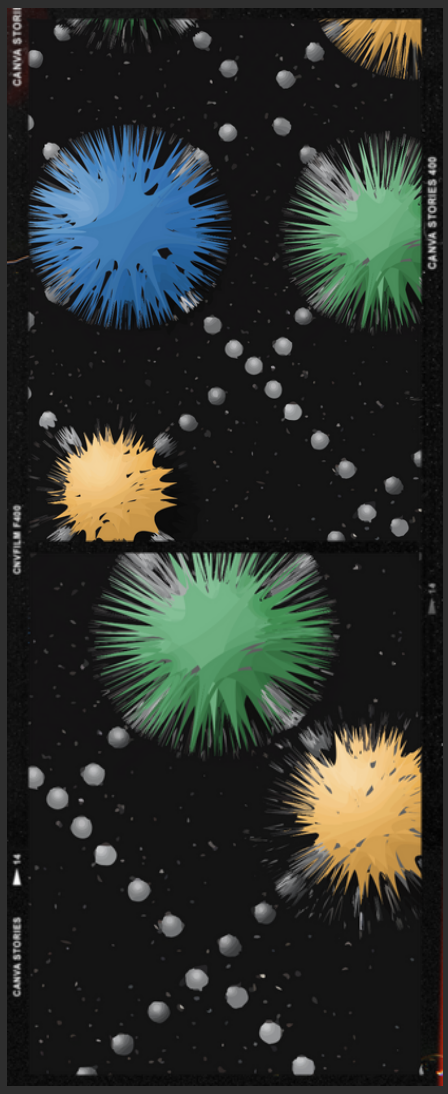
OCTOBER EDITION
VOL.02

THEEIA SENSORTECH

Accessibility can be perfectly practical in every way.

WHAT IS IT?

The special sensor web, resembling a mesh cloak, represents a groundbreaking innovation in the field of sensory technology. This intricate network of sensors and microdevices enables individuals to perceive their environment without relying on traditional vision. THEEIA technology operates on a principle similar to echolocation but with an unprecedented level of precision. Embedded within the mesh are a multitude of ultrasonic and infrared sensors that constantly emit signals and monitor their reflections. These sensors generate a real-time, three-dimensional map of the surrounding environment, translating it into tactile or auditory feedback for the user. As the user moves through their environment, this web of sensors allows them to navigate obstacles, detect objects, and even recognize distances and spatial relationships, granting a new dimension of perception to those with visual impairments. The sensor web not only enhances independence and mobility but also opens up fresh possibilities for interactive, multisensory experiences in the world.



WHY?

THEEIA embodies artistic ingenuity by adding a unique layer of perception to fashion. This wearable technology can be designed by great artists, as Volt suggested, to not only look aesthetically pleasing but also serve as a canvas for innovation. Through the web, individuals can experience their surroundings in novel ways, bringing a new dimension to the wearer's perception and expression. The sensor web can be seamlessly integrated into these designs, featuring sensor nodes and elements that complement the asymmetry. This daring approach to fashion aligns with Volt's vision of clothing that triggers surprises and transformations.

THEEIA uses cost-effective materials like conductive fabrics and lightweight sensors. These materials can be combined with unconventional textiles. The sensor web is an embodiment of modern technology and fashion, ensuring that every woman becomes a walking representation of the universe, as envisioned by Volt.

Incorporating a sensor web into Futurist fashion would be a fusion of art and technology, creating a dynamic, interactive, and visionary aesthetic that encapsulates the spirit of Futurism. It transforms the garment into an experiential, forward-looking piece of art that embraces the principles of ingenuity, daring, and economy.

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